



KTVI
2250 Ball Drive
St. Louis, MO 63146
(314)213-2222

CONTRACT

<u>Contract / Revision</u> 567953 /		<u>Alt Order #</u>
<u>Product</u> 11609		
<u>Contract Dates</u> 08/14/12 - 08/19/12		<u>Estimate #</u> 11609
<u>Advertiser</u> McCaskill/D/MO/US Senate		<u>Original Date / Revision</u> 08/13/12 / 08/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTVI	<u>Account Executive</u> Mickie Reeves	<u>Sales Office</u> St. Louis - KTVI
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research
11350 Random Hills Rd
Suite 670
Fairfax, VA 22030

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	2	08/15/12	08/17/12	M-F 6a-7a	6a-7a		:30			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$900.00			
N 2	2	08/15/12	08/16/12	Fox 2 News at 7 am	7a-8a		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--11---				2	\$900.00			
N 3	2	08/15/12	08/17/12	Fox 2 News at 7 am	7a-8a		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--1-1--				2	\$900.00			
N 4	2	08/15/12	08/17/12	Fox 2 News at 8 am	8a-9a		:30			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$900.00			
N 5	2	08/15/12	08/17/12	Fox 2 News at 8 am	8a-9a		:30			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$900.00			
N 6	2	08/19/12	08/19/12	Fox 2 News Sunday Morning	8a-9a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----1				1	\$200.00			
N 7	2	08/16/12	08/16/12	M-F 9a-10a	9a-10a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---1---				1	\$450.00			
N 8	2	08/15/12	08/17/12	M-F 10a-11a	10a-11a		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--1-1--				2	\$375.00			
N 9	2	08/16/12	08/17/12	M-F 3p-330p	3p-330p		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---11--				2	\$275.00			
N 10	2	08/15/12	08/17/12	M-F 330p-4p	330p-4p		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$175.00			
N 11	2	08/15/12	08/17/12	M-F 4p-430p	4p-430p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--1-1--				2	\$500.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Advertiser</u> McCaskill/D/MO/US Sena		<u>Original Date / Revision</u> 08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	2	08/15/12	08/16/12	M-F 430p-5p	430p-5p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--11---				2	\$600.00			
N 13	2	08/14/12	08/17/12	M-F 5p-530p	5p-530p		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-1-11--				3	\$1,200.00			
N 14	2	08/14/12	08/17/12	M-F 530p-6p	530p-6p		:30			NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-1111--				4	\$1,200.00			
N 15	2	08/14/12	08/17/12	M-F 6p-630p	6p-630p		:30			NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-1111--				4	\$1,200.00			
N 16	2	08/14/12	08/17/12	M-F 630p-7p	630p-7p		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-1111--				4	\$400.00			
N 17	2	08/14/12	08/16/12	M-F 9p-10p	9p-10p		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-1-1---				2	\$2,000.00			
N 18	2	08/15/12	08/17/12	M-F 9p-10p	9p-10p		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--1-1--				2	\$2,000.00			
N 19	2	08/18/12	08/18/12	Sa 9p-10p	9p-10p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----1-				1	\$450.00			
E 20	2	08/15/12	08/17/12	530a-6a	530a-6a		:30			NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$675.00			
N 21	2	08/18/12	08/18/12	Fox 2 News Saturday AM	7a-9a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----1-				1	\$450.00			
N 22	2	08/16/12	08/16/12	Fox 2 News Midday	11a-12p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---1---				1	\$150.00			
N 23	2	08/19/12	08/19/12	Fox 2 News Sunday	5p-6p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$650.00			
N 24	2	08/15/12	08/15/12	FOX Prime Wednesday 7-9p	7p-9p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W----				1	\$2,500.00			
N 25	2	08/16/12	08/16/12	Fox 2 News Edge	10p-1035p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---T---				1	\$650.00			
N 26	2	08/19/12	08/19/12	Su 9p-10p	9p-10p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$1,500.00			
N 27	2	08/15/12	08/17/12	M-F 6a-7a	6a-7a		:30			NM	3	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$1,050.00			
Totals											58	\$50,700.00

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<hr/>												
Time Period		# of Spots		Gross Amount		Net Amount						
07/30/12 - 08/19/12		58		\$50,700.00		\$43,095.00						
Totals		58		\$50,700.00		\$43,095.00						

Signature: _____ **Date:** _____

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